

Trade Invest Monthly

Hawaii's International Business Network

State of Hawaii

Department of Business, Economic Development & Tourism

To receive the Trade/Invest Hawaii's Monthly Bulletin by Email, please send a message to: tradeinvest@dbedt.hawaii.gov

Hawaii International Notices

Medical/Health Care & Related Services Study Mission to Japan

Sponsored by DBEDT and the Honolulu Japanese Chamber of Commerce, the Medical/Health Care & Related Services Study Mission to Japan is an intensive hands-on mission that will provide participants with extensive information on how to deal successfully with the opportunities and challenges presented by the Japanese health care market.

Site visitations, presentations, discussions, and group and personal meetings will provide participants with practical assistance and strategic contacts on entering or expanding in the health care and related services in Japan.

Benefits of the program are as follows:

- ◆ Gain an understanding of the Japanese medical and health care practices
- ◆ Learn the needs of and trends in Japan's health care industry, and the opportunities these needs and trends may hold
- ◆ Learn of ways to acquire alliances for more successful entry into the Japanese market
- ◆ Exchange ideas with health care executives and professionals who have extensive experience in Japan
- ◆ Connect to a network of Japanese medical and health care executives
- ◆ Learn of the training and product needs of the Japanese medical market

Study mission details:

DATES: November 6-14, 1999

COST: \$2,300/person

DEADLINE: August 31, 1999

Participation is limited. For more information, contact DBEDT's Service Trade Branch at Tel: (808) 587-2750.

Local Area Notices

Guangxi Seeks Hawaii Business Partners

The Department of Business Economic Development & Tourism, the Chinese Chamber of Commerce of Hawaii, the Chamber of Commerce of Hawaii and officials from the the Guangxi Zhuang Autonomous Region (GZAR) of China will be conducting a free seminar on business opportunities available for Hawaii firms in Guangxi. The GZAR representatives will discuss projects that include tourism planning and development, education, training, science and technology, agriculture, forestry, aquaculture, fisheries and infrastructure development.

The Guangxi officials will host the luncheon and be available to meet with Hawaii business representatives until 4:30 pm. Honolulu is one of only two cities that the delegation will visit. The other city is Houston.

A cooperative agreement between GZAR and the State of Hawaii will be signed during the visit. The agreement will help facilitate the entry of Hawaii firms into the region.

Areas of interest and potential projects in Guangxi include:

- Aquaculture and fisheries; abalone and pearls
- Agriculture: farming, food processing
- Construction (highways, ports)
- Coastal resource/zones management
- Cultural and historic preservation
- Education and training
- Food processing
- Forestry
- Import and export trade
- Information technology
- Joint venture investments
- Landscape architecture and planning
- Power generation
- Technology transfer

Business Development & Marketing Division
No. 1 Capitol District Building, 250 S. Hotel St., 5th Fl.
P.O. Box 2359, Honolulu, Hawaii 96804

Tel: (808) 587-2584, Fax: (808) 587-3388, e-mail: tradeinvest@dbedt.hawaii.gov

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- Textiles
- Tourism, planning and development

DATES: Sept. 16, 1999, 8:30 am to 4:30 pm
PLACE: Tapa Tower, Hilton Hawaiian Village Hotel
COST: None
LUNCH: Hosted by GZAR

For reservations, call DBEDT's Investment and Business Analysis Branch at (phone) 587-2766, 587-2775 or (fax) 587-2787. Information on the Guangxi projects is also available on DBEDT's website at:
www.state.hi.us/dbedt/guangxi

Marine Ornamental Conference Offers Opportunities / Challenges for Hawaii

The keeping of saltwater fish and corals has developed into a \$1 billion industry, with numerous business opportunities for retailers, wholesalers, collectors and farmers. Hawaii hopes to take the lead by hosting *Marine Ornamentals '99*, the first international conference dealing with the status and future of marine plants and animals for the aquarium trade. Sponsoring this event is DBEDT, Department of Agriculture, Oceanic Institute and Sea Grant College Programs of Hawaii, California, Florida, Texas and Maryland.

World-experts will discuss a wide range of subjects which will include:

- Why corals are disappearing and what we can do;
- How to aquaculture high-value fish and corals;
- The latest aquarium equipment;
- Ways to conserve Hawaii's marine ornamental resource.

Displays of fish, corals and equipment, and numerous tours of aquaculture facilities will be available.

Hobbyists, aquaculturists, pet industry people, environmentalists, and anyone concerned about the future of the oceans are encouraged to attend this very important meeting.

DATE: November 16 to 19, 1999
PLACE: Hilton Waikoloa Village Hotel
COST: \$350
ACCOMODATIONS: Special Rate: \$139/night

For further information, contact DBEDT's Richard Fassler at 587-2775 email: rfassler@dbedt.hawaii.gov
Website: www.soest.hawaii.edu/seagrant/marine_ornamentals99

Conference on the Role of Business Associations in Pacific Island Economic Development

Hosted by Maui Pacific Center and the East-West Center, the 9th Annual Pacific Islands Conference will bring together private sector and government officials to discuss the purpose, benefits, and challenges facing business associations in the Pacific Islands region.

The conference includes presentations by speakers from throughout the Pacific region, as well as workshops, roundtable discussions, and other activities in a setting that promotes information sharing, dialogue, and networking opportunities.

Details are as follows:

DATE: November 9-12, 1999
PLACE: Outrigger Wailea Resort, Maui
PROGRAM: Session 1 – Nov. 10
The Environment for
Business Associations
Session 2 – Nov. 11
Strengthening Business Associations
Session 3 – Government/Business
Cooperation
COST: \$295 per participant if payment
received by September 30, 1999

For more information, contact the Maui Pacific Center,
Tel: (808) 875-2310; Fax: (808) 875-2306; Email:
info@mauiPacific.org

Worldwide Market Reports

Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and Fax it to 587-3388, or send an Email message to: tradeinvest@dbedt.hawaii.gov

China – Dietary Supplements

With China's improving living standards, the U.S. & Foreign Commercial Service reports that there has been a rapid development of the health food industry since 1990.

The market has weathered the Asian financial crisis, and it is estimated that the China health food industry, currently worth US\$2.4 – 3.6 billion, will be worth US\$6.1 billion in 2000 and US\$12.1 billion in 2010.

In spite of its impressive growth rate, the market is somewhat unpredictable, and most companies have entered the market on instinct rather than on quantitative research. Because the industry is relatively new, existing regulations are quite ambiguous, and the regulatory process has slowed market entry for many foreign companies.

However, current market trends, improving regulatory measures, the youth of the industry, and the market

experience of foreign companies relative to the domestic companies indicate that there are opportunities to seek market share in this growing industry sub-sector.

The report describes the following:

- Market profile
- Domestic products
- Import products
- Competition
- End-user analysis
- Regulations
- Approved health food functions
- Import regulations
- Distribution

For a copy of the report, complete the request form and Fax it to (808) 587-3388.

U.S. and Taiwan Agree on Pesticide Standards for U.S. Fruits and Vegetables

The U.S. Trade Representative recently announced that the U.S. and Taiwan have reached agreement on a system that will allow the continued flow of U.S. fresh fruits and vegetables to Taiwan. Earlier, an adoption of new inspection standards by Taiwan had threatened to disrupt trade of these products.

The new Taiwan system sets out maximum residue limits (MRL) for pesticides used on fruits and vegetables.

Starting on July 16, 2000, Taiwan will apply its own domestically developed permanent MRLs which will be based on scientific evidence, unless applications from foreign companies are on file as of that date. U.S. companies are urged to begin applying for pesticide tolerances as soon as possible.

For more information on the agreement, contact the Office of the U.S. Trade Representative in Washington D.C. at Tel: (202) 395-3230.

Coffee Demand Rising in Asia

The Western United States Agricultural Trade Association (WUSATA) reports that due to a growing middle class in China and major cities in other countries, there is an increased appreciation and demand for gourmet coffee.

U.S. firms are taking advantage of the increased popularity of customers going to gourmet coffee shops. Starbucks has opened nine stores in Taipei, Taiwan, and has recently opened its first store in Beijing, China. Starbucks plans to open 10 more stores in Beijing in the next 18 months.

The coffee shops that do well in the Asian markets are those that adjust to the conditions of the market and the tastes of the consumers. For example, since much of Asia has a warm to hot climate, coffee drinkers often want an iced coffee or a creamy frozen espresso drink.

For a copy of the article, complete the request form and Fax it to (808) 587-3388.

Japan / Fresh Leafy Vegetable Prices Increase

The U.S. Department of Agriculture reported on August 13, 1999, that due to continuing high temperatures and very little precipitation in the Kanto plain and Eastern Japan, there are short-term supply shortfalls in Chinese cabbage, cabbage, and lettuce in the Japan market.

At Tokyo Ohta Central Wholesale Market, the above-mentioned products were trading at the following rates:

- Chinese cabbage – JPY6,000 – JPY7,000 (US\$52.17 – US\$60.86) per 15 kilogram box, almost quadruple prices during this time last year
- Cabbage – JPY1,800 – JPY2,000 (US\$15.65 – US\$17.39) per 10 kilogram box, double prices last summer
- Lettuce – JPY3,500 – JPY4,000 (US\$30.43 – US\$34.78) per 10 kilogram box, double prices last summer

The prices are expected to return to more normal levels soon. However, another price surge is expected by mid-Autumn as planting delays this summer will reduce available supplies in October and November.

This is expected to create market opportunities for overseas suppliers.

For a copy of the report, complete the request form and Fax it to (808) 587-3388.

Asia Economic Overview / August 1999

Reports on the changing commercial situation in the East Asia Pacific region are submitted by the U.S. & Foreign Commercial Service Senior Commercial Service officers in the following countries: Australia, Hong Kong, Indonesia, Korea, Malaysia, Singapore, Taiwan, Thailand, Japan, New Zealand, the Philippines, and Vietnam.

For a copy of a report, complete the request form and Fax it to (808) 587-3388. Subscriptions to this service are available through Stat-USA at the website address: www.stat-usa.gov

Japan Casual Wear Trends

Based on a survey of almost 1,000 Japanese casual/sportswear buyers, the U.S. & Foreign Commercial Service reports that X-Games, outdoor, utility-chic and street are the hot themes in the Japanese casual/sportswear apparel market.

The report also states that although the Japanese economy has slowed, the American lifestyle-related apparel is still very popular in Japan. An indication of the continued popularity of U.S. apparel products was the success of the 1999 U.S. Apparel Show, with a 36% increase in the number of visitors over the previous year, and with a respective 74% increase in the immediate sales at the show.

For a copy of the report, complete the request form and Fax it to (808) 587-3388.

Worldwide Business Trade Shows, Conferences, and Trade Missions

1999

September 21–23, 1999

Hawai'i International Air Cargo Symposium '99 and Trade Show, Honolulu, HI. This year's event will host international speakers and industry experts to address the current and future state of worldwide air cargo industry, new market opportunities, products, e-commerce, and innovations in packaging and handling. The trade show consists of related industry product and service companies. Space is

limited. For registration and information contact the University of Hawai'i Conference Center - Outreach College, Tel: (808) 956-8204 Fax: (808) 956-3364 , email: YAMASHITA@outreach.hawaii.edu.
For trade show information contact: Pilialoha Wang
Tel: (808) 831-6421

October 15-25

Conference on Trade and Investment in Vietnam, Ha Noi and Ho Chi Minh Cities. Sponsored by the US-ASEAN Business Council and the Vietnamese American Business Council (VABC). Conference session topics include: discussion of investment and trade regulation in Vietnam, and presentation of programs available through OPIC and EXIM Bank. There will also be an introduction to pre-screened Vietnamese companies from different industries such as import/export, construction, technology, agriculture, and manufacturing. For more information, contact VABC at Tel: (510) 524-3432; Email: vabc@usa.net

2000

March 21-24

American Export and Import Expo of the Americas (AMIEXPO). Miami, Florida. Catering to the Latin American markets, AMIEXPO focuses on bringing together Asian companies with Latin American buyers in the housewares, electronics, giftware, stationery, furniture, furnishings, toys, and sporting goods sectors. For more information, contact: Sylvia L. Beckey at American Sino Trade Development Council, Tel: (212) 466-1899; Fax: (212) 466-0198; Email: SLB@superprism.net

Report Request Form

Company: _____ Contact person: _____
Address: _____
Telephone number: _____ Facsimile number: _____
Report(s) requested:
___ China – Dietary Supplements
___ Fresh Leafy Vegetable Prices Increase in Japan
___ Japan Casual Wear Trends
___ Coffee Demand Rising in Asia
___ Asia Economic Overview/August 1999
Other: _____

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